



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

NOTICE OF ALLOWANCE AND ISSUE FEE DUE

023552  
MERCHANT & GOULD  
P O BOX 2903  
MINNEAPOLIS MN 55402-0903

TM02/0615

APPLICATION NO.	FILING DATE	TOTAL CLAIMS	EXAMINER AND GROUP ART UNIT	DATE MAILED
08/756,122	11/25/96	019	POINVIL, F	2164 06/15/01
First Named Applicant	JOHNSON, 35 USC 154(b) term ext. = 0 Days.			

TITLE OF INVENTION  
COMPUTER GENERATED PRESENTATION SYSTEM

ATTY'S DOCKET NO.	CLASS-SUBCLASS	BATCH NO.	APPLN. TYPE	SMALL ENTITY	FEE DUE	DATE DUE
2	7709.124US01	705-027.000	H70 UTILITY	YES	\$620.00	09/17/01

**THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED.**

**THE ISSUE FEE MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED.**

**HOW TO RESPOND TO THIS NOTICE:**

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

- A. If the status is changed, pay twice the amount of the FEE DUE shown above and notify the Patent and Trademark Office of the change in status, or
- B. If the status is the same, pay the FEE DUE shown above.

If the SMALL ENTITY is shown as NO:

- A. Pay FEE DUE shown above, or
- B. File verified statement of Small Entity Status before, or with, payment of 1/2 the FEE DUE shown above.

II. Part B-Issue Fee Transmittal should be completed and returned to the Patent and Trademark Office (PTO) with your ISSUE FEE. Even if the ISSUE FEE has already been paid by charge to deposit account, Part B Issue Fee Transmittal should be completed and returned. If you are charging the ISSUE FEE to your deposit account, section "4b" of Part B-Issue Fee Transmittal should be completed and an extra copy of the form should be submitted.

III. All communications regarding this application must give application number and batch number. Please direct all communications prior to issuance to Box ISSUE FEE unless advised to the contrary.

**IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.**

PATENT AND TRADEMARK OFFICE COPY

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# Notice of Allowability

Application No.

08/756,122

Applicant(s)

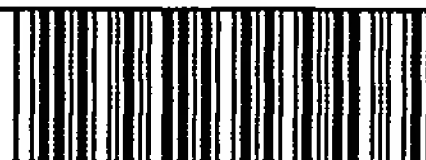
Johnson et al.

Examiner

Frantzy Poinvil

Art Unit

2164



--The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance and Issue Fee Due or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to the amendment filed 5/19/2000
2. ☒ The allowed claim(s) is/are 1-19
3. ☒ The drawings filed on May 19, 2000 are acceptable as formal drawings.
4. ☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).
  - a) ☐ All    b) ☒ Some\*    c) ☒ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
- \*Certified copies not received: \_\_\_\_\_
5. ☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application. **THIS THREE-MONTH PERIOD IS NOT EXTENDABLE FOR SUBMITTING NEW FORMAL DRAWINGS, OR A SUBSTITUTE OATH OR DECLARATION.** This three-month period for complying with the REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL is extendable under 37 CFR 1.136(a).

6. ☐ Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient. A SUBSTITUTE OATH OR DECLARATION IS REQUIRED.
7. ☐ Applicant MUST submit NEW FORMAL DRAWINGS
  - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
    - 1) ☐ hereto or 2) ☐ to Paper No. \_\_\_\_\_
  - (b) ☐ including changes required by the proposed drawing correction filed \_\_\_\_\_, which has been approved by the examiner.
  - (c) ☐ including changes required by the attached Examiner's Amendment/Comment or in the Office action of Paper No. \_\_\_\_\_

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings. The drawings should be filed as a separate paper with a transmittal letter addressed to the Official Draftsperson.

8. ☐ Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Any reply to this letter should include, in the upper right hand corner, the APPLICATION NUMBER (SERIES CODE/SERIAL NUMBER). If applicant has received a Notice of Allowance and Issue Fee Due, the ISSUE BATCH NUMBER and DATE of the NOTICE OF ALLOWANCE should also be included.

## Attachment(s)

- |  |  |
|--|--|
| 1 <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                             | 2 <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3 <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                    | 4 <input checked="" type="checkbox"/> Interview Summary (PTO-413), Paper No. <u>18</u> |
| 5 <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449), Paper No(s). _____          | 6 <input checked="" type="checkbox"/> Examiner's Amendment/Comment                     |
| 7 <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit of Biological Material | 8 <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance    |
| 9 <input type="checkbox"/> Other   |  |

FRANTZY POINVIL  
PRIMARY EXAMINER

AU 2164

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### DETAILED ACTION

1. An Examiner's Amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 C.F.R. § 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the Issue Fee.

As per claim 1, line 3, the phrase, --the method using a computer system-- has been inserted before "the computer".

As per claim 12, line 3, the phrase, --the method using a computer system-- has been inserted before "the computer".

As per claim 13, line 2, " a " has been deleted. Also on line 2, "market" has been changed to --markets--.

Authorization for this Examiner's Amendment was given in a telephone interview with Richard J. Gregson (Reg. No. 41,804) on 6 June 2001.

2. The following is an Examiner's Statement of Reasons for Allowance:

The prior art taken alone or in combination failed to teach or suggest "generating a proposal image by integrating a customer solution specific image with the selected selling entity image to reflect a portion of the customer solution in a manner which maintains the corresponding visual impression characteristic of the selected selling entity image" taken in combination with a

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computer implemented method for generating a customized proposal for a customer of a selling entity as recited in independent claim 1.

The prior art taken alone or in combination failed to teach or suggest “a presentation item generating subsystem provided to retrieve a selling entity element from the plurality of selling entity elements and to generate a presentation item by integrating, in a manner which maintains the corresponding impression characteristic of the selected selling entity element, customer solution information with the selected selling entity element to reflect a portion of the customer solution” taken in combination with a computer system for generating a customized presentation for a customer of a selling entity to facilitate the sale of a product as recited in independent claim 11.

The prior art taken alone or in combination failed to teach or suggest “integrating the selected customer type element and the selected selling entity element into an integrated presentation output customized for the particular customer based on the customer solution” taken in combination with a computer implemented method of generating a customized presentation for facilitating a sale of a product as recited in independent claim 12.

The prior art taken alone or in combination failed to teach or suggest “a presentation generation subsystem provided to automatically retrieve, from the memory arrangement, a customer type element corresponding to the target market indicated by the customer information as being associated with the particular customer and a selected selling entity element, and to integrate the retrieved customer type element and the retrieved selling entity element into a

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presentation output customized for the particular customer based on the customer interest information" taken in combination with a computer system for generating a customized presentation item for facilitating the sale of product as recited in independent claim 19.

Jerome D. Johnson (5,615,342) disclosed an electronic proposal preparation system for creating customized product proposals stores a plurality of pictures and text segments to be used as building blocks in creating the proposal.

Egol, Len, "Let's get personal...Special Focus on Printing/Production...", Direct, v3, n11, p42(4), November 1991, (dialog file 148, Accession No. 05495197) disclosed a system and method which allows marketers to pinpoint consumers with print advertising that will consider demographics, psychographics and purchase history data so as to create advertising.

Mathai WO 00/67092 disclosed a method and system for providing online services and advertisement based on user's profile and usage history.

Johnson, Egol and Mathai taken alone or in combination failed to teach or suggest claimed features recited in independent claims 1, 11, 12, and 19 recited above.

Any comments considered necessary by applicant must be submitted no later than the payment of the Issue Fee and, to avoid processing delays, should preferably **accompany** the Issue Fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

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3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Frantzy Poinvil whose telephone number is (703) 305-9779. The examiner can normally be reached on "Monday-Thursday" from 7:30AM to 6:00PM.

The fax phone number for this Group is (703) 305-0040.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-3900.

Frantzy Poinvil  
June 13, 2001

*Frantzy Poinvil*  
FRANTZY POINVIL  
PRIMARY EXAMINER  
*AU 2164*